

BID Planning Elements

1. Pilot BID along Hollywood Boulevard from La Brea to Vine.

- Recruitment of property owner participants
- Refocus existing resources
 - Security program (CRA/MTA)
 - Cleaning program (New: HBT?)
 - MTA Marketing program
- Develop budget for missing elements (cleaning?)
- Secure financial commitments from owners/agencies
- Implement with focused cleaning program

2. Planning for long-term program

- Budget: staff, administrative costs, maintenance & security, marketing, special events
- Boundary and Assessment formula
- Outreach to businesses for consensus
- City Council authority and creation of commission or board
- Name commission members and develop by-laws
- Hire staff to implement programs

CitiCorp

Issues :

- Agree on business points
 - go to public - stock {
Bond
Warrant } issue
- CitiCorp + \$10M - creating a different environment.
 - How to create positive image of City of L.A.)
 - Entertainment Business / own agenda
— Hollywood is a wonderful place —